

Category: Gold Medal Team Award

Program: EPA *Region 7, Office of the Regional Administrator, Office of Public Affairs*

Nomination Name: Working Together for the Heartland

Period of Performance: January 1, 2014 to December 31, 2014

Ex. 5 - Deliberative (unrelated to West Lake Landfill)

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Media Relations. *R7 OPA* leveraged skilled, trained and prepared spokespeople, resulting in significant, targeted media coverage in agriculture focused media, as well as urban and rural newspapers, radio stations and television stations. The news results have been exceptional with significant proactive placement of EPA's top messages on key issues ranging from

Ex. 5 - Deliberative (unrelated to West Lake Landfill) the highly sensitive and controversial West Lake Landfill Superfund Site in Bridgeton, Missouri. A sample of the specific results include:

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- Editorial Board at St. Louis Post Dispatch for RA Karl Brooks regarding the West Lake Landfill Superfund Site that resulted in a positive editorial

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- Created multiple engagement opportunities with Congressional members/staff on key issues s **Ex. 5 - Deliberative (unrelated to West Lake Landfill)** the West Lake Landfill Superfund Site. Coordinated in-person meetings and briefings, and conference calls with members of Congress and staff for RA Karl Brooks.

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- Worked extensively with the Mayor of Bridgeton and his parks staff to conduct a news conference at City Hall that included an equipment display by Superfund.

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